

SERFF Tracking Number: AMRP-126626546 State: Arkansas  
 Filing Company: American Republic Corp Insurance Company State Tracking Number: 45651  
 Company Tracking Number: 09AR0559  
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010  
 Standard Plans 2010  
 Product Name: Couples Discount Plan F Postcard w/ rates  
 Project Name/Number: Couples Discount Plan F Postcard w/ rates/09AR0559

## Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: Couples Discount Plan F SERFF Tr Num: AMRP-126626546 State: Arkansas  
 Postcard w/ rates

TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 45651  
 Standard Plans 2010 Closed

Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0559

Filing Type: Advertisement

State Status: Filed-Closed

Reviewer(s): Stephanie Fowler

Author: Andrea Davey

Disposition Date: 05/27/2010

Date Submitted: 05/13/2010

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: Couples Discount Plan F Postcard w/ rates

Project Number: 09AR0559

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 05/27/2010

Status of Filing in Domicile: Authorized

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 05/27/2010

Created By: Andrea Davey

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Andrea Davey

Filing Description:

Re Individual Medicare Supplement Advertising

Z-2563

We are enclosing the above referenced form for your review and approval. This form is new and is not intended to replace any form currently in use. This letter is a lead generating device and will be used in the solicitation of our Individual Medicare Supplement plans.

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We hope you will find this form satisfactory. If you have any questions, or if I can be of assistance during the review process, please feel free to contact me at 1-800-247-2190, ext. 2006.

Thank you.

## Company and Contact

### Filing Contact Information

Andrea Davey, andrea.davey@americanenterprise.com  
601 6th Ave 515-245-2006 [Phone]  
Des Moines, IA 50334 515-245-2391 [FAX]

### Filing Company Information

American Republic Corp Insurance Company CoCode: 67679 State of Domicile: Nebraska  
P O Box 2780 Group Code: 3527 Company Type: Life and Health  
Omaha, NE 68103-2780 Group Name: American Enterprise State ID Number:  
(800) 987-8988 ext. [Phone] FEIN Number: 23-1609793

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## Filing Fees

Fee Required? Yes  
Fee Amount: \$50.00  
Retaliatory? Yes  
Fee Explanation: \$50/filing = \$50  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	05/13/2010	36471260



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## Disposition

Disposition Date: 05/27/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>AMRP-126626546</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>American Republic Corp Insurance Company</i>	<i>State Tracking Number:</i>	<i>45651</i>
<i>Company Tracking Number:</i>	<i>09AR0559</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS08I.005 Plan F (Basic) 2010</i>
	<i>Standard Plans 2010</i>		
<i>Product Name:</i>	<i>Couples Discount Plan F Postcard w/ rates</i>		
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<b>Schedule Form</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
	Couples Discount Plan F Postcard w/ rates	Filed-Closed	Yes

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## Form Schedule

Lead Form Number: Z-2563

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 05/27/2010	Z-2563	Advertising	Couples Discount Plan F Postcard w/ rates	Initial			Z-2563 Bracketed.pdf

# New to Medicare or looking for better options?



Here's how to get the most comprehensive Medicare Supplement Insurance coverage with the best discounts<sup>1</sup> on the market.

## Save up to 16%!

### ***You can get additional savings just for being part of a couple!***

Freedom Solutions Plan F from American Republic Corp Insurance Company offers the most comprehensive coverage available ... at one of the best prices on the market. First it starts with economical rates designed to be easy on your budget. Then we offer you two additional discounts...

1. You can save up to 16% simply for being part of a couple<sup>2</sup> – regardless of whether both of you request coverage or not.
2. You can get a special preferred discount<sup>3</sup> if you're in good health.

And best of all, once approved for the discount, you'll continue to save even if your health or circumstances change over the years.

### **Get a free, no-obligation quote**

To lock in your discounted rate, **just call toll-free [X-XXX-XXX-XXXX]**. As your local agent, I can tell you more about benefits, costs and limitations.

[Agent Name]

[Phone number]

### ***Check out these low rates!***

#### **Plan F Couples Rate (CO)\***

Age	Male	Female
65	[\$125.97]	[\$109.52]
70	[\$139.94]	[\$121.64]
75	[\$166.62]	[\$142.54]

\*Based on preferred rates and vary by plan, age, gender and location

1. Based on comparison of competitive discount programs.
2. A couple is defined as two people living in the same household, regardless of sex, who are recognized as being legally married, married under common law, or having a civil union.
3. In ND and TX, preferred rates are for non-tobacco users.

### **Not connected with or endorsed by the United States government or the federal Medicare program.**

Premiums will increase because a person is one year older (except in AZ, AR, GA and MO.) This is a solicitation of insurance and an agent may contact you. In CO, IL, KS, MO, MS, OK, OR, PA, SD, and TX, coverage is available to qualified Medicare beneficiaries under age 65. In ND, please ask for details about Medicare Supplement Plans A, F, K and L. Call today for more information about the benefits, costs, and limits. Plan availability varies by state.

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